

Auburn Endurance Capital Committee Meeting Minutes

Date/Time: Jan. 8, 2013, 10 a.m.
Location: City Hall – Room 10
Present: Cynci Calvin, Harvey Roper, Lisa Kodl, Steve Holden, Colleen Conley, Bob Snyder
Guests: Jim Northey (Global Biorhythms Events), Jan Decker (Placer Co. Visitors Center, Anne Brown (Auburn Triathlon representative)

Public Comment

Anne Brown introduction: Anne is representing the Auburn Triathlon. She lives in Auburn and works for the Tahoe-based company (Tahoe Peak Endurance) and its owners (Colleen Connors-Pace, Joe Pace), co-race directors w/Brad Kearns on the event. Anne has also worked with Race Director Julie Fingar on her events (Way Too Cool, American River 50, etc.)

Minutes: Minutes from Dec. 11, 2012 meeting approved.

AECW Website

- Concerns expressed about Bob Miller as an Endurance Capital Committee member having a conflict of interest working the the company (Accedeo.com) who is proposing to do the AECW website renovation.
- Agreed - the ECC committee members professional experience working with website companies confirms the value of accedeo.com's \$2,000 bid.
- Agreed – it would be best to get additional bids: Lisa - John Mackey; Cynci – TST media; Steve – more.

Placer Co. Visitors Center

- Signage from I-80 into downtown to the Visitors' Center could be improved.
- Concerns that the Foersthill sign is still there.
- Checked nav systems and smart phones: they work with new location.
- Cabinets: still working on them
- Poppy passes to State Parks continue to be sold there
 - \$125 + \$5 processing fee
 - Note: Auburn State Parks also offers "VIP Passes" for those who have logged volunteers hours.

Sacramento Running Association Hall of Fame Banquet, Jan. 26

- Rescinded \$400 motion for ECC presence there that was approved at last meeting (per Cynci's report, not a good venue to promote AECW)
- Cynci will see about bringing Auburn Style postcards to the event.
- Steve Holden plans to attend.
- Consider having an annual Endurance Capital Hall of fame and Awards Banquet

Adventure Capital vs. Endurance Capital

- Second meeting about this has not happened yet
- Additional activities include new cycling jump and skills facility by Railhead Park and zip lines
- Fund raising to begin in February

Events

- Jim Northey
 - He will not put on the Auburn Marathon or the Auburn Criterium
 - Coolest 24-Hour Mtn. Bike Race Against Cancer will be back at the Cool venue; date is June 22-23.
- Way Too Cool (March 1), Cool Mtn. Bike Race (March 2)
 - See about putting postcards in goody bags
 - Lisa: Mtn. Bike Race; Julie Fingar: Way Too Cool 30K
- Jim Brown of Cool Fitness (mycoolfitness.com): Kids events at Cool Elementary School

Suggestions from Steve Holden following a Conversation with Glenn Carnahan (Steve will report on Endurance Challenge plan at next meeting.)

- ECC should consider developing a more cohesive plan – we can revisit this at the next meeting.
- Invite and include representatives from different groups such as Park System, event managers, local businesses
- Consider having an Endurance Event Race Directors Convention

Meeting adjourned at 11:15 a.m.

Next Meeting: Tuesday, Jan. 29, 2013, 10 a.m., Auburn City Hall